



TAKE FIVE!

WE'RE ALL BUSY – BUT EVERYONE HAS FIVE MINUTES HERE AND THERE!

*Are you waiting on a phone call? A late appointment to arrive? Someone who's bringing your lunch? A meeting to start? **Use that time!** It is amazing what you can do for adult education marketing in just five minutes!*

IF YOU HAVE JUST FIVE MINUTES TO HELP WITH ADULT EDUCATION MARKETING AND COMMUNICATION, YOU CAN (AT LITTLE OR NO COST) . . .

1. E-mail a copy of a student graduation speech, along with a photo and contact information, to Dr. Jerry Haffner (jhaffner@doe.state.in.us) or Kathy Copas (KathyCopas@aol.com). We can use these stories and photos in newsletters, on the web, in media contacts, and in many other ways that can help share our story statewide.
2. Mail us a copy of a thank-you letter or note you have received from a local business or industry where you have provided training. These letters can be used as we develop newsletters, videos/DVDs, and media stories. You can send it to Dr. Jerry Haffner at DOE or to Kathy Copas, Communication Services, 1636 Slate Run Road, Suite 110-113, New Albany, IN 47150.
3. Write and address a thank you note to a stakeholder in your community. A sample: "Just wanted to take a moment and thank you for your ongoing support of adult education programs in Indiana. In addition to over 43,000 students and hundreds of business and industry partners we serve in the Hoosier state each year, we just had

our (**insert a sentence about your graduation, registration, growth, or any other positive results you would like to mention**). I would love an opportunity to give you a tour of some of our programs as you have time. It may be helpful for you to get a first-hand look at the exciting work going on right here in this community. Please give me a call at (**insert your contact information**) and perhaps we can get together soon. Thank you again for all you do to support adult education in the Hoosier state.” Incidentally – this may be a good time to think of a reason a stakeholder could speak to a group associated with your adult education programs (i.e., new classes or programs starting, a building dedication, graduation, etc.) and extend an invitation to do so.

4. Call the editor of your local newspaper and invite him or her to lunch and for a tour. (If you need contact names, phone numbers, e-mails, addresses, or other information, consult your 2004-2005 media manual or contact KathyCopas@aol.com.)
5. Order a sign for each of your buildings displaying the Adult Education Works logo. To order signs, contact KathyCopas@aol.com or call 502-345-6406.
6. Contact a graduate and ask them to write a newspaper letter to the editor testimonial about their positive experiences in your program.
7. Mention your program in positive, casual conversation while you’re standing in line at the grocery, the Wal Mart, or a community fair or festival. You never know who you might meet! And, remember – everyone you talk to has a sphere of influence of at least seven people.
8. Shoot great photos of something going on in your building (and get ID’s and permission). Download them and e-mail jpg’s of two of the best ones to your local newspaper.
9. Get on your local newspaper online “letters to the editor” blog and tell them why your program is important.
10. Pick up the phone and call the human resources office of any new or emerging business with 25 or more employees in your community. Ask if you might drop by sometime and share some training opportunities.
11. Call your local electric company, rural electric co-op, locally-owned restaurant, or bank and ask if they will put “Adult Education Works” and your phone number on their marquee sign.
12. Call the president of your local Rotary, Lions, Sertoma, Business and Professional Women, or other service club and ask if you or another adult education representative (like a recent graduate) might be able to provide a program for one of their upcoming meetings.

13. Call your local county fair coordinator or rural cooperative extension office and ask for their suggestions about how you might be able to have some visibility at this summer's county fair.
14. E-mail the webmaster for your city or town's community home page and indicate you would like to link up or provide information about your adult education programs.
15. Hang some balloons or streamers out on your front door or registration sign, plant a flower, or generally do anything to make the appearance of your building more bright and compelling to passer-bys.
16. Call one church in your community and ask them to put a notice about adult education opportunities in their worship bulletin or newsletter (if you have more than five minutes, call more than one church). By the way, ask the church secretary if they are ever seeking community speakers for adult church school or discussion classes.
17. Walk in any McDonald's in your community, stop six people, and ask them what they know about adult education programs in your area and how to find your location. What they do or don't know will give you some sort of an idea about where awareness needs to be built and misconceptions addressed.
18. Call your local chamber of commerce and ask that a note promoting adult education opportunities be placed in their next newsletter. Also mention that you would be interested in being included as a part of their chamber leadership program focus on education, if you aren't already.
19. Call your city-county economic development coordinator and ask if he or she would be willing to drop by for a tour to learn more about how your services could help them attract business and industry to your community.
20. You know all of those business cards and registration fliers or brochures you have setting around? Think of one person you've encountered in the past 30 days who may really need one and personally hand-address a copy and mail it.
21. E-mail your local cable television community service news channel some news about your upcoming open house, registration, graduation, or other special adult education event.
22. Address and send six copies of your print information to any of the following: a divorce lawyer, a therapist, a barber, a beautician, or a bartender. Why? These people all see many people who are likely candidates for your services.
23. Call up one business or former student you haven't heard from in six months to see what you might do to assist them.

24. Call a local musical group and invite them to perform on the sidewalk, parking lot, or in the yard of your building as registration for new classes is going on.
25. Call a student graduate and ask for a name of one person who, for some reason, really needs to hear about what your programs have to offer. Then, make that call.

IF YOU HAVE LONGER THAN FIVE MINUTES . . .

Here are some ideas you can explore . . .

1. Get out there and be visible with a table or booth at your county fair or summer or fall festival. Invite successful grads to help staff the display.
2. Do a weekend table display at your local Wal Mart, during “back to school” sales time, when returning for some training is on the minds of even many of your adults. Again, your best students may also turn out to be some of your best ambassadors.
3. Hold a stakeholder appreciation event, designed to thank your area’s stakeholders for their continuing support of adult education. Offer lunch or some simple refreshments; prepare, frame and present thank you certificates of appreciation, show stakeholders the results of your work (have students or grads on hand to offer testimonials or show portions of the adult education DVD), and take photographs of their awards for your community newspaper.
4. Plan a series of fun, community-oriented events for warm weather Fridays on your lawn, parking lot, or another exterior area around your building. Music, a farmer’s market, a lemonade stand, live music, a car show, or anything that would draw attention to your facilities would help make folks more aware of where you are and what you have to offer.
5. Gather up some volunteers and make a huge batch of chocolate chip cookies one morning. Hand-deliver them (while they’re still warm) to human resources/training directors in your area with a marketing-oriented card or note attached.
6. Offer a weekly column for your local newspaper around issues of getting an education, job training, and other topics related to your programs and services. Present one sample column and offer a commitment to do three months’ worth weekly.
7. Develop a mailing list of clubs and organizations in your community. Prepare and send a letter offering someone as a speaker about adult education. Follow up this letter one month later with a phone call.

8. Get an artistic school-related class or group to paint a mural on your building illuminating your programs and services or build a sculpture around that theme for your yard, parking lot, or sidewalk.
9. Find out if your community is holding a July 4th parade. If it is, be there with a decorated float, car, or marching unit. If there is no such parade in your community, consider organizing a “back to school” parade in August. It can be very simple but focused around your facilities and programs.
10. Locate a computer geek from your area high school or college this summer and ask them to help you get a web page together and update it. (You may be able to get a lot of great work on this project for very few dollars.)
11. Hold a summer outdoors ice cream social for community stakeholders. Get a local grocery to donate the ice cream and get students and grads to help serve it.
12. Collect, compile, and distribute a “mini-book” of student success stories.
13. Form a small alumni group, hold fun quarterly meetings, offer them continued recognition and support, ask for their advice and help, and take it.
14. Take some time out to update your community mailing lists for marketing tools such as the “Adult Education Works” newsletters. The effort will be well worth it and your local chamber of commerce or economic development office can usually help.
15. Prepare “Adult Education Works” t-shirts or buttons, sell them for a donation to cover your costs, and prepare them with numbers on them. Have “shirt spotters” or “pin spotters” in your community that will offer door prizes donated by local merchants.

***THESE ARE A FEW SIMPLE IDEAS. BE CREATIVE!
BE SURE TO SHARE YOUR BEST IDEAS WITH THE
REST OF US.***

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